

**AMENDMENTS TO THE CLAIMS**

The following listing of claims replaces all prior versions of the claims in the Application. With reference to the listing it is noted that, herewith, claims 1-23 are canceled without prejudice or disclaimer, and claims 24-65 are added. No new matter has been added.

**Listing of Claims**

Claims 1-23 (Canceled)

24. (New) A method, comprising:

monitoring an interaction network;

selecting data, wherein selection takes into account the monitoring; and

sending the selected data over a multicast network.

25. (New) The method of claim 24, wherein the multicast network is unidirectional.

26. (New) The method of claim 24, wherein the interaction network is bidirectional.

27. (New) The method of claim 24, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selecting the data comprises selecting a promotional file.

28. (New) The method of claim 24, wherein selecting the data takes into account number of requests for the data.

29. (New) The method of claim 28, wherein selecting the data takes into account number of requests for the data that originate from a broadcast cell.
30. (New) The method of claim 24, wherein selecting the data comprises prediction based on normal subsequent data choice.
31. (New) The method of claim 24, wherein selecting the data takes into account chance of link from requested data being followed.
32. (New) The method of claim 31, wherein sponsored data is treated as preferable.
33. (New) The method of claim 24, wherein the monitoring comprises employment of a network management agent.
34. (New) The method of claim 24, wherein the monitoring comprises employment of a proxy.
35. (New) A method, comprising:
- providing, via an interaction network, one or more requests; and
  - receiving, over a multicast network, selected data through a local proxy,
  - wherein selection of the data takes into account monitoring of the interaction network.
36. (New) The method of claim 35, wherein the multicast network is unidirectional.

37. (New) The method of claim 35, wherein the interaction network is bidirectional.
38. (New) The method of claim 35, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selection of the data comprises selecting a promotional file.
39. (New) The method of claim 35, wherein selection of the data takes into account number of requests for the data.
40. (New) The method of claim 39, wherein selection of the data takes into account number of requests for the data that originate from a broadcast cell.
41. (New) The method of claim 35, wherein selection of the data comprises prediction based on normal subsequent data choice.
42. (New) The method of claim 35, wherein selection of the data takes into account chance of link from requested data being followed.
43. (New) The method of claim 42, wherein sponsored data is treated as preferable.
44. (New) An apparatus, comprising:  
a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

monitoring an interaction network;

selecting data, wherein selection takes into account the monitoring; and

sending the selected data over a multicast network.

45. (New) The apparatus of claim 44, wherein the multicast network is unidirectional.

46. (New) The apparatus of claim 44, wherein the interaction network is bidirectional.

47. (New) The apparatus of claim 44, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selecting the data comprises selecting a promotional file.

48. (New) The apparatus of claim 44, wherein selecting the data takes into account number of requests for the data.

49. (New) The apparatus of claim 48, wherein selecting the data takes into account number of requests for the data that originate from a broadcast cell.

50. (New) The apparatus of claim 44, wherein selecting the data comprises prediction based on

normal subsequent data choice.

51. (New) The apparatus of claim 44, wherein selecting the data takes into account chance of link from requested data being followed.

52. (New) The apparatus of claim 51, wherein sponsored data is treated as preferable.

53. (New) The apparatus of claim 44, wherein the monitoring comprises employment of a network management agent.

54. (New) The apparatus of claim 44, wherein the monitoring comprises employment of a proxy.

55. (New) An apparatus, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

providing, via an interaction network, one or more requests; and

receiving, over a multicast network, selected data through a local proxy,

wherein selection of the data takes into account monitoring of the interaction network.

56. (New) The apparatus of claim 55, wherein the multicast network is unidirectional.

57. (New) The apparatus of claim 55, wherein the interaction network is bidirectional.
58. (New) The apparatus of claim 55, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selection of the data comprises selecting a promotional file.
59. (New) The apparatus of claim 55, wherein selection of the data takes into account number of requests for the data.
60. (New) The apparatus of claim 59, wherein selection of the data takes into account number of requests for the data that originate from a broadcast cell.
61. (New) The apparatus of claim 55, wherein selection of the data comprises prediction based on normal subsequent data choice.
62. (New) The apparatus of claim 55, wherein selection of the data takes into account chance of link from requested data being followed.
63. (New) The apparatus of claim 55, further comprising:  
a network interface disposed in communication with the processor,  
wherein the apparatus is a cellular phone.

64. (New) An article of manufacture comprising a computer readable medium containing program code that when executed causes an apparatus to perform:

monitoring an interaction network;

selecting data, wherein selection takes into account the monitoring; and

sending the selected data over a multicast network.

65. (New) An article of manufacture comprising a computer readable medium containing program code that when executed causes an apparatus to perform:

providing, via an interaction network, one or more requests; and

receiving, over a multicast network, selected data through a local proxy,

wherein selection of the data takes into account monitoring of the interaction network.